

Message Text

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PAGE 01 USBERL 01139 122139Z
ACTION EUR-12

INFO OCT-01 ISO-00 SP-02 ICA-20 AID-05 EB-08 NSC-05
TRSE-00 SS-15 STR-07 OMB-01 CEA-01 CIAE-00
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FM USMISSION USBERLIN
TO SECSTATE WASHDC 6826
INFO AMEMBASSY BONN

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E.O. 11652: N/A
TAGS: ECON, EIWV, PINR, GW, WB
SUBJECT: SENAT NAMES BERLIN ECONOMIC PROMOTION ORGANIZATION DIRECTOR

1. ANNOUNCEMENT OF MAY 11 APPOINTMENT OF ROBERT G. LAYTON AS DIRECTOR OF THE BERLIN ECONOMIC PROMOTION ORGANIZATION BY THE SENATOR FOR ECONOMICS AND THE BERLIN CHAMBER OF COMMERCE HAS BEEN ENTHUSIASTICALLY RECEIVED IN BERLIN. LOCAL REACTION IS THAT CITY'S EFFORT TO SELL ITSELF AS AN INVESTMENT SITE HAS BEEN BOOSTED BY APPOINTMENT OF A MAN OF LAYTON'S BACKGROUND.

2. THE FIFTY-FIVE YEAR OLD LAYTON, WHO WAS BORN IN BERLIN, BEGAN HIS CAREER AS A CERTIFIED PUBLIC ACCOUNTANT..IN 1950 HE JOINED FORD MOTOR COMPANY SERVING AS FINANCIAL MANAGER IN NEW YORK, GENERAL MANAGER FORD-MEXICO, GENERAL MANAGER FORD-COLOGNE AND LATER AS VICE PRESIDENT OF FORD USA. HE THEN JOINED MAJOR GERMAN FLISCK GROUP AS HEAD OF NOBEL DYNAMITE, AND LATER BECAME CHAIRMAN OF FLICK'S FELDMUEHLE OPERATIONS UNTIL FEBRUARY 1978.

3. LAYTON'S REPUTATION FOR "THINKING LIKE AN AMERICAN MANAGER" HIS DEMONSTRATED ABILITY IN PUBLIC RELATIONS AND
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SELLING AND HIS GOOD CONNECTIONS IN THE INTERNATIONAL BUSINESS COMMUNITY GIVE HIM EXCELLENT CREDENTIALS FOR THE JOB TO WHICH HE HAS BEEN APPOINTED. SO FAR THE REACTION OF ALL POLITICAL PARTIES HAS BEEN POSITIVE, RARE FOR MAJOR APPOINTMENTS. DAVIS

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